

**Amendments to the Claims**

Please amend Claims 1, 3, 4, 23, 29, 31, 32, and 40. The Claim Listing below will replace all prior versions of the claims in the application:

**Claim Listing**

1. (Currently amended) A system for deploying content to network devices over a data network, comprising:
  - a content store that stores the content;
  - a system manager for scheduling a download of content from the data content store to targeted network devices and downloading criteria for activation of the content on the targeted network device devices by generating individual scheduling messages to schedule download and activation of targeted content to the targeted network devices;
  - the system manager further initiating download of the scheduling messages to the targeted network devices; and
  - the targeted network devices downloading and activating the targeted content according to the scheduling messages.
2. (Original) A system as recited in Claim 1, wherein the system manager selects the targeted network devices among other network devices on the data network based on profile information associated with the network devices.
3. (Currently amended) A system as recited in Claim 1, wherein the system manager generates the individual scheduling messages to schedule download of the targeted content to the targeted network devices schedules download of the content to the targeted network devices during periods when usage of the data network is typically low.

4. (Currently amended) A system as recited in Claim 1, wherein the system manager monitors usage of the data network[[;]] and ~~initiates downloading of the content to the targeted network devices generates the individual scheduling messages to schedule download of the targeted content~~ when usage of the data network falls below a predetermined level.

5. (Original) A system as recited in Claim 1, further comprising:  
a bulk data transfer manager that has access to the content store; and  
a bulk data transfer agent executing in the network devices that requests the content from the bulk data transfer manager, the bulk data transfer manager downloading the content from the content store to the bulk data transfer agent, which stores the content on the network device.

6. (Original) A system as recited in Claim 5, further comprising:  
a system agent, executing in the network device, the system manager requesting the system agent to download the content; and the system agent requesting the bulk data transfer agent to download the content from the bulk data transfer manager.

7. (Original) A system as recited in Claim 1, further comprising a management console that provides an interface to identify content for deployment on the network devices, the management console downloading the content to the content store.

8. (Original) A system as recited in Claim 7, wherein the management console further provides an interface to identify a group profile for targeting the network devices for content deployment, the management console downloading the group profile to the content store.

9. (Original) A system as recited in Claim 7, wherein the management console further provides an interface for identifying activation criteria for activating the content on the network devices.
10. (Original) A system as recited in Claim 1, further comprising:
  - a system agent executing on the network device; and
  - the system manager activating the downloaded content sending a message to the system agent to activate the downloaded content.
11. (Original) A system as recited in Claim 1, further comprising a system agent executing on the network device, the system agent activating the downloaded content on the network device at a predetermined date and time.
12. (Original) A system as recited in Claim 1, further comprising a system agent executing on the network device, the system agent activating the downloaded content on the network device in response to an event.
13. (Original) A system as recited in Claim 12, wherein the event is a channel event.
14. (Original) A system as recited in Claim 12, wherein the event is an attachment of a peripheral device to the network device.
15. (Original) A system as recited in Claim 1, further comprising a promotion notification agent executing on the network device; wherein the downloaded content is a promotion;
  - the promotion notification agent activating the promotion in response to an event.
16. (Original) A system as recited in Claim 15, wherein the event is a channel event.
17. (Original) A system as recited in Claim 15, wherein the event is an attachment of a peripheral device to the network device.

18. (Original) A system as recited in Claim 15, wherein the promotion notification agent activates a plurality of promotions on the network device in response to the event.
19. (Original) A system as recited in Claim 1, wherein the data network is a cable network.
20. (Original) A system as recited in Claim 1, wherein the data network is a satellite-linked network.
21. (Original) A system as recited in Claim 1, wherein the data network is a Digital Subscriber Line network.
22. (Original) A system as recited in Claim 1, wherein the data network is a wireless network.
23. (Currently amended) A system for deploying content to network devices over a data network, comprising:
  - a content store that stores the content, the content being promotions;
  - a system manager for scheduling a download of content from the data content store to targeted network devices and downloading criteria for activation of the content on the targeted network device devices by generating individual scheduling messages to schedule download and activation of targeted promotions to the targeted network devices;
  - the system manager further initiating download of the scheduling messages to the targeted network devices;
  - the targeted network devices downloading the targeted promotions according to the scheduling messages; and
  - a promotion notification agent executing in each of the targeted network devices that activates the content targeted promotions based on [[the]] activation criteria in the scheduling messages.

24. (Original) A system as recited in Claim 23, wherein the promotion notification agent waits for a message from the system agent to activate the content.
25. (Original) A system as recited in Claim 23, wherein the promotion notification agent waits for a predetermined date and time established by the activation criteria to activate the content.
26. (Original) A system as recited in Claim 23, wherein the promotion notification agent monitors user activity and waits for a predetermined user action established by the activation criteria to activate the content.
27. (Original) A system as recited in Claim 23, wherein the promotion notification agent monitors a video stream for embedded signal established by the activation criteria to activate the content.
28. (Original) A system as recited in Claim 23, wherein the promotion notification agent monitors a current channel for a television display device and activates the content in response to the current channel.
29. (Currently amended) A method for deploying content to network devices over a data network, comprising:
  - storing content on a server system on the network;
  - ~~scheduling a download of content from the server system to targeted network devices;~~
  - ~~downloading activation criteria for content on the targeted network devices~~
  - generating individual scheduling messages to schedule download and activation of targeted content to a plurality of targeted network devices;

initiating download of the scheduling messages to the plurality of targeted network devices; and

downloading and activating the targeted content by the plurality of targeted network devices according to the scheduling messages.

30. (Original) A method as recited in Claim 29, further comprising selecting the targeted network devices among other network devices on the data network based on profile information associated with the network devices.

31. (Currently amended) A method as recited in Claim 29, further comprising generating the individual scheduling messages to schedule download of the targeted content to the plurality of targeted network devices ~~scheduling downloading of the content to the targeted network devices~~ during periods when usage of the data network is typically low.

32. (Currently amended) A method as recited in Claim 29, further comprising:  
monitoring usage of the data network; and  
generating the individual scheduling messages to schedule download of the targeted content to the plurality of targeted network devices ~~downloading of the content to the targeted network devices~~ when usage of the data network falls below a predetermined level.

33. (Original) A method as recited in Claim 29, further comprising using a bulk data transfer manager and a bulk data transfer agent to download the content to the network device.

34. (Original) A method as recited in Claim 29, further comprising an advertiser selecting activation criteria and target group profile via an interface to the server system.

35. (Original) A method as recited in Claim 29, wherein the step of downloading activation criteria comprises downloading a predetermined activation date and time.

36. (Original) A method as recited in Claim 29, wherein the step of downloading activation criteria comprises downloading activation event information.
37. (Original) A method as recited in Claim 29, further comprising activating the content in response to user attachment of a peripheral device to the network device.
38. (Original) A method as recited in Claim 29, further comprising activating the content in response to a selected channel for a television display device.
39. (Original) A method as recited in Claim 29, further comprising activating the content in response to a signal embedded in a video stream.
40. (Currently amended) A method for deploying content to network devices over a data network, comprising:
  - storing content on a server system on the network, wherein the content is a promotion;
  - ~~scheduling a download of the promotion from the server system to targeted network devices;~~
  - downloading activation criteria for the promotion on the targeted network devices; and
  - generating individual scheduling messages to schedule download and activation of the promotion to a plurality of targeted network devices;
  - initiating download of the scheduling messages to the plurality of targeted network devices;
  - downloading the promotion to the plurality of targeted network devices according to the scheduling messages; and
  - activating the promotion by a promotion notification agent executing in each of the plurality of targeted network devices based on the activation criteria in the scheduling messages.